



Market Profile

Campbellsport Village, WI
 Campbellsport Village, WI (5512325)
 Geography: Place

Prepared by Esri

	Campbellsport...
Population Summary	
2000 Total Population	1,898
2010 Total Population	2,016
2018 Total Population	2,001
2018 Group Quarters	99
2023 Total Population	2,002
2018-2023 Annual Rate	0.01%
2018 Total Daytime Population	1,837
Workers	934
Residents	903
Household Summary	
2000 Households	692
2000 Average Household Size	2.63
2010 Households	763
2010 Average Household Size	2.45
2018 Households	770
2018 Average Household Size	2.47
2023 Households	776
2023 Average Household Size	2.45
2018-2023 Annual Rate	0.16%
2010 Families	504
2010 Average Family Size	2.98
2018 Families	538
2018 Average Family Size	2.91
2023 Families	540
2023 Average Family Size	2.89
2018-2023 Annual Rate	0.07%
Housing Unit Summary	
2000 Housing Units	721
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	4.0%
2010 Housing Units	823
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	7.3%
2018 Housing Units	830
Owner Occupied Housing Units	72.4%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	7.2%
2023 Housing Units	842
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	7.8%
Median Household Income	
2018	\$57,669
2023	\$63,737
Median Home Value	
2018	\$176,480
2023	\$202,586
Per Capita Income	
2018	\$27,859
2023	\$32,468
Median Age	
2010	40.5
2018	44.5
2023	45.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income	
Household Income Base	769
<\$15,000	11.8%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	18.1%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	2.5%
\$200,000+	2.6%
Average Household Income	\$69,666
2023 Households by Income	
Household Income Base	776
<\$15,000	10.3%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	18.9%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	3.4%
\$200,000+	4.1%
Average Household Income	\$80,875
2018 Owner Occupied Housing Units by Value	
Total	601
<\$50,000	5.2%
\$50,000 - \$99,999	7.0%
\$100,000 - \$149,999	24.5%
\$150,000 - \$199,999	25.3%
\$200,000 - \$249,999	13.5%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	14.0%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$207,862
2023 Owner Occupied Housing Units by Value	
Total	615
<\$50,000	3.7%
\$50,000 - \$99,999	5.2%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	21.6%
\$200,000 - \$249,999	14.1%
\$250,000 - \$299,999	8.0%
\$300,000 - \$399,999	21.0%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	2.9%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$244,878

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	2,016
0 - 4	6.8%
5 - 9	7.3%
10 - 14	6.7%
15 - 24	9.3%
25 - 34	12.8%
35 - 44	13.4%
45 - 54	13.7%
55 - 64	8.4%
65 - 74	6.8%
75 - 84	8.2%
85 +	6.4%
18 +	75.4%
2018 Population by Age	
Total	2,000
0 - 4	5.4%
5 - 9	6.0%
10 - 14	6.5%
15 - 24	9.9%
25 - 34	10.6%
35 - 44	12.1%
45 - 54	14.6%
55 - 64	14.4%
65 - 74	9.1%
75 - 84	6.6%
85 +	4.8%
18 +	78.4%
2023 Population by Age	
Total	2,001
0 - 4	5.0%
5 - 9	5.8%
10 - 14	6.6%
15 - 24	10.1%
25 - 34	9.0%
35 - 44	12.5%
45 - 54	12.8%
55 - 64	15.0%
65 - 74	11.1%
75 - 84	7.1%
85 +	4.8%
18 +	78.4%
2010 Population by Sex	
Males	908
Females	1,108
2018 Population by Sex	
Males	954
Females	1,046
2023 Population by Sex	
Males	967
Females	1,034

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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	Campbellsport...
2010 Population by Race/Ethnicity	
Total	2,016
White Alone	98.2%
Black Alone	0.2%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.0%
Hispanic Origin	1.0%
Diversity Index	5.5
2018 Population by Race/Ethnicity	
Total	2,000
White Alone	97.9%
Black Alone	0.5%
American Indian Alone	0.2%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.0%
Hispanic Origin	1.2%
Diversity Index	6.6
2023 Population by Race/Ethnicity	
Total	2,002
White Alone	97.4%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.2%
Hispanic Origin	1.6%
Diversity Index	8.1
2010 Population by Relationship and Household Type	
Total	2,016
In Households	92.6%
In Family Households	76.6%
Householder	25.0%
Spouse	18.7%
Child	29.8%
Other relative	1.1%
Nonrelative	2.0%
In Nonfamily Households	15.9%
In Group Quarters	7.4%
Institutionalized Population	0.0%
Noninstitutionalized Population	7.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	1,443
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	6.0%
High School Graduate	43.2%
GED/Alternative Credential	2.1%
Some College, No Degree	20.8%
Associate Degree	10.0%
Bachelor's Degree	9.7%
Graduate/Professional Degree	6.5%
2018 Population 15+ by Marital Status	
Total	1,642
Never Married	31.4%
Married	52.6%
Widowed	5.8%
Divorced	10.2%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	98.3%
Civilian Unemployed (Unemployment Rate)	1.7%
2018 Employed Population 16+ by Industry	
Total	1,114
Agriculture/Mining	2.8%
Construction	12.1%
Manufacturing	30.3%
Wholesale Trade	2.2%
Retail Trade	4.8%
Transportation/Utilities	6.7%
Information	1.6%
Finance/Insurance/Real Estate	3.9%
Services	33.6%
Public Administration	2.0%
2018 Employed Population 16+ by Occupation	
Total	1,111
White Collar	39.9%
Management/Business/Financial	12.0%
Professional	12.7%
Sales	3.3%
Administrative Support	11.9%
Services	15.5%
Blue Collar	44.6%
Farming/Forestry/Fishing	2.3%
Construction/Extraction	8.6%
Installation/Maintenance/Repair	4.2%
Production	21.2%
Transportation/Material Moving	8.3%
2010 Population By Urban/ Rural Status	
Total Population	2,016
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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2010 Households by Type	
Total	763
Households with 1 Person	27.7%
Households with 2+ People	72.3%
Family Households	66.1%
Husband-wife Families	49.4%
With Related Children	23.2%
Other Family (No Spouse Present)	16.6%
Other Family with Male Householder	5.5%
With Related Children	4.2%
Other Family with Female Householder	11.1%
With Related Children	7.7%
Nonfamily Households	6.3%
All Households with Children	35.8%
Multigenerational Households	2.0%
Unmarried Partner Households	6.6%
Male-female	6.0%
Same-sex	0.5%
2010 Households by Size	
Total	763
1 Person Household	27.7%
2 Person Household	33.8%
3 Person Household	15.9%
4 Person Household	14.8%
5 Person Household	6.0%
6 Person Household	1.2%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	763
Owner Occupied	69.7%
Owned with a Mortgage/Loan	48.4%
Owned Free and Clear	21.4%
Renter Occupied	30.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	823
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
	1.	Salt of the Earth (6B)
	2.	Top Tier (1A)
	3.	Professional Pride (1B)
2018 Consumer Spending		
Apparel & Services: Total \$		\$1,332,756
Average Spent		\$1,730.85
Spending Potential Index		80
Education: Total \$		\$892,617
Average Spent		\$1,159.24
Spending Potential Index		80
Entertainment/Recreation: Total \$		\$2,136,701
Average Spent		\$2,774.94
Spending Potential Index		86
Food at Home: Total \$		\$3,309,601
Average Spent		\$4,298.18
Spending Potential Index		86
Food Away from Home: Total \$		\$2,202,735
Average Spent		\$2,860.69
Spending Potential Index		81
Health Care: Total \$		\$4,053,573
Average Spent		\$5,264.38
Spending Potential Index		92
HH Furnishings & Equipment: Total \$		\$1,353,462
Average Spent		\$1,757.74
Spending Potential Index		84
Personal Care Products & Services: Total \$		\$524,680
Average Spent		\$681.40
Spending Potential Index		82
Shelter: Total \$		\$10,045,369
Average Spent		\$13,045.93
Spending Potential Index		78
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$1,600,755
Average Spent		\$2,078.90
Spending Potential Index		84
Travel: Total \$		\$1,335,438
Average Spent		\$1,734.34
Spending Potential Index		81
Vehicle Maintenance & Repairs: Total \$		\$709,319
Average Spent		\$921.19
Spending Potential Index		86

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

October 04, 2018